

# ABASD Outreach Plan



## Table of Contents

I.	Stated Purpose & Objective .....	3
II.	Strategy.....	4
III.	Tactics.....	6
IV.	Venue Selection.....	9
V.	Meeting Schedule.....	11
VI.	Outreach Timeline Overlay.....	12
VII.	Reporting.....	13
VIII.	Logo & Collateral.....	14

## **Purpose & Objective**

**Situation Analysis:** County of San Diego Independent Redistricting Commission (IRC) is responsible for the redrawing of the county's supervisorial district boundaries and seeks assistance from community partners and outside consultants to aid its outreach efforts and increase public participation in the redistricting process.

**Objective:** Increase and encourage broad and diverse community participation and input in each supervisorial district throughout a series of public hearings.

**Proposal:** The Asian Business Association San Diego (ABASD) will raise awareness of the redistricting process and promote Public Hearing participation in each supervisorial district by working with its outreach partners throughout the county to communicate with various communities of interest to ensure maximum public input over the next several months.

## **STRATEGY**

ABASD will engage community-based organizations (CBOs), local planning groups, special districts and other organizations throughout the County, over 50 outreach partners who are part of a collaborative focused on Economic & Social Equity for the San Diego Region, and across all media, to ensure IRC accomplishes its Objective and public input is maximized.

Community-based organizations with whom ABASD currently collaborates include: Access, Adams Avenue Business Association, Barrio Logan Association, Chaldean Chamber of Commerce, Chicano Federation, Convoy District Partnership, Indo-American Arts & Culture Society, Jacobs Center for Neighborhood Innovation, Otay Mesa Chamber of Commerce, RISE San Diego, Rotary Club San Diego, San Diego Asian Pacific Islander Coalition, San Ysidro Chamber of Commerce, Sudanese Community Center, Urban Corp, Urban League of San Diego, The Vine Black News Magazine.

### **Community Based Organizations**

Adams Avenue Business Association  
Barrio Logan Association  
Black San Diego  
Chaldean American Association  
Chicano Federation  
City Heights Business Association  
Community Events for Voice & Viewpoint Coverage  
Convoy District Partnership  
East African Community Center  
El Cajon Boulevard Business Improvement Association  
Hillcrest Business Association  
Indo-American Arts & Culture Society  
International Rescue Committee  
Jacobs Center  
La Vuelta  
Logan Avenue Consortium  
Logan Heights CDC  
Made in Paradise Hills  
NAACP - North County

National Panhellenic Council  
North Park Main Street  
Pastors on Point  
Paving Great Futures  
Power Referral Services  
Promise Zone  
RISE San Diego  
Rotary Club San Diego  
San Diego Black Business Network  
San Diego Equality Business Association  
SD Urban League Young Professionals  
SD Young Professionals  
Southeastern Diamond Business District  
Sudanese Community Center  
The Brink at USD  
The Rock Church  
The Vine Black News Magazine  
UAAMAC  
Urban Corps  
Urban League of San Diego County  
Young Black and In Business

## Chambers of Commerce

Carlsbad Chamber of Commerce  
Chula Vista Chamber of Commerce  
Coronado Chamber of Commerce  
Del Mar Chamber of Commerce  
East County Chamber of Commerce  
Encinitas Chamber of Commerce  
Escondido Chamber of Commerce  
Imperial Beach Chamber of Commerce  
La Mesa Chamber of Commerce  
Lemon Grove Chamber of Commerce  
Mira Mesa Chamber of Commerce  
National City Chamber of Commerce  
North County EDC

North San Diego Business Chamber  
Oceanside Chamber of Commerce  
Otay Mesa Chamber of Commerce  
Poway Chamber of Commerce  
San Diego North EDC  
San Diego Regional Chamber of Commerce  
San Diego Regional EDC  
San Marcos Chamber of Commerce  
San Ysidro Chamber of Commerce  
Santee Chamber of Commerce  
Solana Beach Chamber of Commerce  
Spring Valley Chamber of Commerce  
Vista Chamber of Commerce

## Planning Groups and Special Districts

Alpine Community Planning Group  
Alpine Fire Protection District  
Bonita-Sunnyside Fire Protection District  
Borrego Springs Fire Protection  
Borrego Water District  
Boulevard Community Planning Group  
Campo/Lake Morena Community Planning Group  
Canebrake Co. Water  
Crest/Dehesa/Granite Hills/Harbison Planning  
Cuyamaca Water District  
Deer Springs Fire Protection District  
Descanso Community Planning Group  
Fairbanks Ranch Community Services District  
Fallbrook Community Planning Group  
Fallbrook Healthcare District  
Fallbrook Public Utility District  
Grossmont Healthcare District  
Helix Water District  
Jacumba Community Services  
Jamul- Dulzura Community Planning Group  
Julian Community Planning Group  
Julian Community Services  
Lakeside Community Planning Group  
Lakeside Fire Protection District  
Lakeside Water District  
Leucadia Wastewater District  
Lower Sweetwater Fire Protection  
Majestic Pines Community Services District  
Mootamai Municipal Water  
Morro Hills Community Services Group  
North County Fire Protection District  
Olivenhain Municipal Water District  
Otay Water District  
Padre Dam Municipal Water District

Palomar Health  
Pauma Municipal Water  
Pauma Valley Community Services  
Pine Valley Community Planning Group  
Potrero Community Planning Group  
Questhaven Municipal Water  
Rainbow Community Planning Group  
Rainbow Municipal Water District  
Ramona Community Planning Group  
Ramona Municipal Water District  
Rancho Santa Fe Community Services District  
Rancho Santa Fe Fire Protection District  
Rincon Del Diablo Water District  
Rincon Ranch Community Services  
San Dieguito Community Planning Group  
San Luis Rey Municipal Water District  
San Miguel Consolidated Fire Protection District  
Santa Fe Irrigation District  
South Bay Irrigation District  
Spring Valley Community Planning Group  
Sweetwater Community Planning Group  
Tri-City Hospital District  
Valle de Oro Community Planning Group  
Valley Center Community Planning Group  
Valley Center Fire Protection District  
Valley Center Municipal Water District  
Valley Center Parks and Recreation District  
Vista Fire Protection District  
Vista Irrigation District  
Whispering Palms Community Services District  
Wynola Water District  
Yuima Municipal Water District  
Other local, municipal planning groups

## **TACTICS**

The tactics used to inform and engage target communities may include flyers, brochures, posters, word-of-mouth, posted information on our website and websites of community-based organizations, social media, media releases, direct mail, email distribution, community meetings, newsletters, local newspapers (both print and digital versions), radio and PSAs.

### **Community Relations & Coalition Building**

ABASD will leverage long-standing relationships with non-County elected officials and other community leaders at the local level to provide timely and pertinent information regarding the redistricting process to raise awareness, educate, and increase public participation. Coordinated distribution of information via the email lists of our respective CBO partners will play a critical role in this area.

### **Targeted Communications, Social Media & Advertising**

ABASD will help IRC reach targeted audiences no matter where they are. Beyond simply delivering traditional, “legacy” media programs (direct mail, print and broadcast), ABASD’s team is partnered with leading providers of audience-based IP-addressable advertising solutions that span 4-screens: desktop, mobile, tablet & TV – ensuring our digital outreach and engagement campaign is employing the very best tactics available.

In conjunction with IRC guidelines and direction, the ABASD team will craft appropriate digital content for outreach distribution across relevant social media platforms for each district and among outreach partners. An emphasis on partnering with CBO's for tagging and organic resharing will be utilized as part of the overall strategy.

### **Social Media**

In conjunction with IRC guidelines and direction, the ABASD team will craft appropriate digital content for outreach distribution across relevant social media platforms for each district and outreach partners. An emphasis on partnering with CBO's for tagging and organic resharing will be utilized as part of the strategy. When appropriate, paid ads will be distributed digitally to target populations.

#### *Sample Facebook Post:*

Be a voice for your community! 🗳️ Join County of San Diego Independent Redistricting Commission Public Hearing on Thursday, August 12 at 5:30PM at Mira Mesa Senior Center! Learn more at: <https://www.sandiegocounty.gov/redistricting/>

### *Sample Twitter Post:*

Be a voice for your community! 🗳️ Join the Community Meeting on August 12 at 5:30PM at Mira Mesa Senior Center! Learn more at: <https://www.sandiegocounty.gov/redistricting/>

### *Sample Outreach Email:*

Good afternoon (GROUP NAME),

My name is Lauren Garces, Outreach Consultant for County of San Diego Independent Redistricting Commission. We cordially invite you and members of your organization to voice your thoughts at a Public Hearing scheduled for Thursday, August 12th, at 5:30PM.

Registration is highly recommended, but not required to attend. Community members can also skip the line and save time by submitting their input using our “Community Builder” online submission tool.

August 12 Public Meeting [LINK]

Community Builder Tool [LINK]

I have also attached flyers for next Thursday's event and included steps on how community members can participate in the redistricting process. For those unable to attend, the next event will be on Wednesday, August 18th, at 6:00PM.

If you have any questions, concerns, or need additional information, feel free to contact me.

Thank you for your consideration.

Respectfully,

Lauren Garces  
Outreach Consultant  
County of San Diego Independent Redistricting Commission  
O: (858) 555-1234  
[www.LINKTOWEBSITE?.com](http://www.LINKTOWEBSITE?.com)

## **Public Education**

### *Website*

In conjunction with IRC guidelines and direction, the ABASD team will assist with updating IRC website/webpage to provide relevant redistricting information for dissemination to all partners, and for linking to all digital outreach efforts.

### *Earned Media*

ABASD will communicate all opportunities for public engagement in the redistricting process to local TV, radio and print media and encourage media attendance at all public hearings. Media broadcast of the redistricting process increases the likelihood of broader public participation.

### *Public Hearings & Webinars*

As outlined herein, ABASD will orchestrate and assist with the execution of the agreed-to schedule of public hearings, webinars, and other meetings as needed throughout the county. ABASD will assist with the development of methods to organize and coordinate improved public participation in pre-mapping public hearings, and work with IRC staff, the Chair and the Vice-Chairs to research and develop a process to allow for advance scheduling of voluntary appointments for individuals and groups wishing to address the IRC during public hearings, as feasible.

### **Additional Outreach, Ethnic Media & Other Media Targets**

ABASD is also committed to reaching out more broadly to the Latino community, Tribal governments, and religious institutions throughout the county.

Black SD Magazine	The Epoch Times
SOFUN Media	Korea Times
Lighthouse Magazine	The Korean Daily
San Diego YuYu	Vietnamese News TV
Filipino Press	Al Hayat Daily (Arabic)
Asian Journal	
La Prensa	(partial list)

Public Service Announcements via local radio and cable television providers

Local community newspapers

- Commissioner Op-Ed placement

County Media Target Lists



## IRC Meetings & Public Hearings – Venue Selection

*WHY? ... rationale and considerations for venue and time selection:*

- Venues reasonably accessible to retired/older individuals and the working age population
- Venues with meeting room capacity adequate to accommodate anticipated public turnout
- Venues with reasonable transit and walkability scores, are relatively close to major highways, freeways or expressways, and which are accessible to residents with mobility issues

*Additional consideration was given to the areas in each district that:*

- are closer in proximity to existing district borders, increasing the probability of being affected by redrawn borders
- are close to large minority populations
- have a greater number of CBOs and planning groups

Walkability and Transit Scores ([www.walkscore.com](http://www.walkscore.com))

**Walk Score** measures the walkability of any address using a patented system that analyzes hundreds of walking routes to nearby amenities.

Walk Score®	Description
90-100	<b>Walker's Paradise</b> Daily errands do not require a car.
70-89	<b>Very Walkable</b> Most errands can be accomplished on foot.
50-69	<b>Somewhat Walkable</b> Some errands can be accomplished on foot.
25-49	<b>Car-Dependent</b> Most errands require a car.
0-24	<b>Car-Dependent</b> Almost all errands require a car.

**Transit Score** is a patented measure of how well a location is served by public transit. Transit Score is based on data released in a standard format by public transit agencies.

Transit Score®	Description
90-100	<b>Rider's Paradise</b> World-class public transportation.
70-89	<b>Excellent Transit</b> Transit is convenient for most trips.
50-69	<b>Good Transit</b> Many nearby public transportation options.
25-49	<b>Some Transit</b> A few nearby public transportation options.
0-24	<b>Minimal Transit</b> It is possible to get on a bus.

## Final Notes

We did research “**disability access**” scores, but no such scores exist. Such scores would be very difficult to develop because there is a large diversity of disabilities in the populace and no one single score could fairly reflect that with regard to meaningful access. Further, every business and public building is legally required to be ADA compliant.

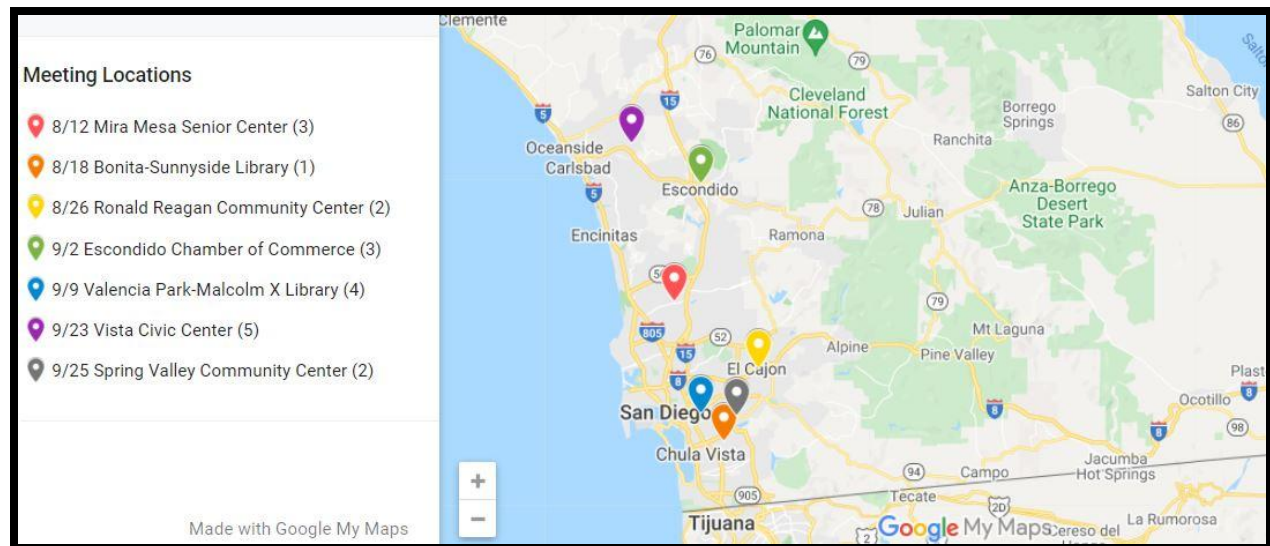
We also looked at 2019 SANDAG population estimates for the most current projection of working age population (**ages 15-64**) in the San Diego region, and how that relative population share compared to the specific zip codes of the venues proposed for hearings. A late afternoon/early evening hearing is more appropriate when there is a relatively similar or larger share of **working age residents** in the immediate zip code population of the proposed venue. All zip codes for the proposed venues have relatively similar median ages and working age populations when compared to the overall regional average.

## IRC Meeting & Public Hearing – Schedule

Meeting Date	Day	Meeting Location	District	Walk Score	Transit Score	Room Capacity	Access	IRC Meeting Start	Public Hearing Start
8/12/2021	Thursday	Mira Mesa Senior Center	GM (3)	83	33	150-200	3:00PM	4:00PM	5:30PM
8/18/2021	Wednesday	Bonita Sunnyside Library	1	56	n/a <sup>1</sup>	84	4:00PM		6:00PM
8/26/2021	Thursday	Ronald Reagan Community Center	2	88	45	300	2:00PM	4:00PM	5:30PM
9/2/2021	Thursday	Escondido Chamber of Commerce	3	86	49	86	4:00PM		6:00PM
9/9/2021	Thursday	Valencia Park-Malcolm X Library	4	79	60	140	2:30PM	4:00PM	5:30PM
9/18/2021	Saturday	Location TBD					11:00AM		1:00PM
9/23/2021	Thursday	Vista Civic Center	5	75	47	200+	2:30PM	4:00PM	5:30PM
9/25/2021	Saturday	Spring Valley Community Center	GM (2)	69	70	200+	11:00AM		1:00PM

<sup>1</sup> There is bus service within .1 mile of this location.

## Where are the Public Meetings?



## Outreach Time Overlay

WEEK (Beginning)	DATE	MEETING / HEARING District	DATE/s	ACTIVITY / EVENT	District
1 (7/26/2021)	Jul 29	IRC Meeting		- Soft outreach begins; contact all CBOs and extended network. - Engage Spanish, Arabic, Tagalog, Chinese, Japanese, Korean, Laotian, and Vietnamese translators; begin production of all digital and media materials, including Meeting Notice translation and other translations.	
2 (8/2/2021)				- Update IRC website/webpage, as needed. - Press Advisories re: General and District meetings. - Identify potential dates and times for possible Virtual Only meetings/webinars. - Finalize production of digital and media materials.	
			Aug 2 - 12	Rolling Outreach/Meeting Promotion: Aug 12 IRC Mtg/Public Hearing	All
			Aug 3	IB National Night Out	1
			Aug 5	Encinitas Chamber Golf Tournament	3
			Aug 6	First Friday Art Walk Oceanside	5
			Aug 7	ArtWalk @ Liberty Station	4
			Aug 8	Hillcrest CityFest	4

(continued)

WEEK (Beginning)	DATE	MEETING / HEARING District	DATE/s	ACTIVITY / EVENT	District
3 (8/9/2021)	Aug 12	IRC Meeting/Public Hearing - Mira Mesa Senior Center (3)	Aug 9 - 18	Rolling Outreach/Meeting Promotion: Aug 18 Public Hearing	1
			Aug 12	National City Chamber Summer Mixer	1
			Aug 14	Chula Vista HarborFest	1
			Aug 17	Carlsbad Music Festival	5
4 (8/16/2021)	Aug 18	Public Hearing - Bonita Sunnyside Library 1	Aug 17 - 26	Rolling Outreach/Meeting Promotion: Aug 26 IRC Mtg/Public Hearing	2
			Aug 20	San Diego Magazine Best of San Diego Party	4
5 (8/23/2021)	Aug 26	IRC Meeting/Public Hearing - Ronald Reagan Community Center 2	Aug 24 - Sep 2	Rolling Outreach/Meeting Promotion: Sep 2 Public Hearing	3
6 (8/30/2021)	Sep 2	Public Hearing - Escondido Chamber of Commerce 3	Aug 31 - Sep 9	Rolling Outreach/Meeting Promotion: Sep 9 IRC Mtg/Public Hearing	4
			Sep 4	Santee Fall Fair	2
7 (9/6/2021)	Sep 9	IRC Meeting/Public Hearing - Valencia Park-Malcolm X Library 4	Sep 9 - 18	Rolling Outreach/Meeting Promotion: Sep 18 Public Hearing	All
			Sep 11	Poway Rotary Parade	2
			Sep 11-12	San Diego Festival of the Arts	3
8 (9/13/2021)	Sep 18	Public Hearing - Location TBD	Sep 14 - 25	Rolling Outreach/Meeting Promotion: Sep 23 IRC Mtg/Public Hearing *and* Sep 25 Public Hearing	5
9 (9/20/2021)	Sep 23	IRC Meeting/Public Hearing - Vista Civic Center		TBD	
	Sep 25	Public Hearing - Spring Valley Community Center (2)		TBD	

## **Monthly & After-Action Reporting**

### **Reach, Data, Analytics**

ABASD will review metrics/lessons learned after each meeting and adjust outreach schedule/tactics accordingly.

ABASD will also be available to provide After-Action updates at each regular IRC meeting, which will be consolidated into Monthly Reports.

\* Information regarding outreach plans and reporting for Post-Draft Map period will be provided at a future meeting.

*Monthly reporting (oral/print) to include:*

1. Narrative summary of outreach efforts, public participation and input received
2. Number of Outreach events
3. Number of attendees and demographic info for each event
4. Information collected on voluntary survey
5. Summary metrics and analytics for all marketing efforts
  - a. Social media metrics
  - b. Website traffic
  - c. Email click-throughs
  - d. poster/flyer distribution reach
  - e. TV and radio reach

### **Survey Responses**

*Collected via voluntary surveys at each meeting:*

#### **Meeting info:**

- District
- Date/time
- Location
- RSVPs
- Attendees

#### **Demographics:**

- Zip code of residence
- Community of Interest
- Age
- Gender
- Household income
- Race/ethnicity
- Rental/homeownership status

Communities of Interest in attendance (Represented Industries and Community Organizations):


- Educational
- Financial
- Government
- Hospitality
- Law Enforcement
- Legal
- Marketing/Advertising
- CBOs
- Other

**DRAFT Logo & Collateral**



## Sample Ad Material

Targeted digital “display ads” will appear to audiences based on their browsing habits. Ads will appear on brand-safe websites, including local news and weather sites, sports websites, and general information websites.



**WE NEED  
TO HEAR  
FROM  
YOU**


Election lines  
are being drawn  
and your input  
is valuable!



**Election lines  
are being  
drawn.**

*Are you being  
represented?*

**LEARN MORE**



**New election lines  
are being drawn**

**WE NEED TO HEAR  
FROM CARLSBAD  
RESIDENTS.**

*\*Ad pictures will vary to reflect cultural diversity*

## Sample Flyers

# PUBLIC HEARINGS



The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to **hear from residents like you** about how County supervisorial district lines should be drawn. **These hearings are both in-person and virtual.**

**THURSDAY, AUGUST 12, 2021** GENERAL HEARING

Mira Mesa Senior Center, 8480 Mira Mesa Blvd., San Diego, CA 92126  
5:30 P.M.

**WEDNESDAY, AUGUST 18, 2021** DISTRICT 1

Bonita Sunnyside Library, 4375 Bonita Rd, Bonita, CA 91902  
6:00 P.M.

**THURSDAY, AUGUST 26, 2021** DISTRICT 2

Ronald Reagan Community Center, 195 E Douglas Ave., El Cajon, CA 92020  
5:30 P.M.

**THURSDAY, SEPTEMBER 2, 2021** DISTRICT 3

Escondido Chamber of Commerce, 720 N Broadway, Escondido, CA 92025  
6:00 P.M.

**THURSDAY, SEPTEMBER 9, 2021** DISTRICT 4

Valencia Park/Melvin XL Library, 5148 Market St, San Diego, CA 92114  
5:30 P.M.

**SATURDAY, SEPTEMBER 18, 2021** GENERAL HEARING

TBD

**THURSDAY, SEPTEMBER 23, 2021** DISTRICT 5

Vista Civic Center, 200 Civic Center Dr, Vista, CA 92084  
5:30 P.M.

**SATURDAY, SEPTEMBER 25, 2021** GENERAL HEARING

Spring Valley Community Center, 8735 Jamacha Blvd, Spring Valley, CA 91977  
1:00 P.M.



- To learn more about redistricting
- To find your current district
- For Zoom meeting information
- To provide comments for any of the hearings
- To identify your community interests using the Community Builder Tool

GO TO: [www.sandiegocounty.gov/redistricting](http://www.sandiegocounty.gov/redistricting)

Or, scan this:



The County of San Diego continues to follow California Department of Public Health guidelines which require indoor masking of unvaccinated individuals. The County is also following the Centers for Disease Control and Prevention's guidance that recommends everyone wear a face covering in indoor public settings regardless of vaccination status.

To request the language interpretation of IRCM meetings, individuals should call (858) 277-2822 or send email to [redistricting@abaso.org](mailto:redistricting@abaso.org) at least 24 hours in advance of the meeting.



# PUBLIC HEARING



The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to **hear from residents like you** about how County supervisorial district lines should be drawn. **This hearing is both in-person and virtual.**

## WHEN

Thursday, August 12, 2021, 5:30 P.M.

## WHY

The Commission needs to hear from residents to better understand their communities and ensure they are fairly represented when drawing district lines.

## WHAT

County of San Diego Independent Redistricting Commission Public Hearing

## WHERE/HOW

**To Participate In-Person:**  
Mira Mesa Senior Center  
8460 Mira Mesa Blvd  
San Diego, CA 92126

**To Participate by Zoom:**  
ONLINE  
<https://u.s06web.zoom.us/j/93782076281>  
BY PHONE  
(669) 900-6833

Webinar ID: 937 8207 6281  
Passcode: 182440

To request live language interpretation of IRC meetings, individuals should call (619) 277-2922 or send email to [redistricting@abasd.org](mailto:redistricting@abasd.org) at least 24 hours in advance of the meeting.

- To learn more about redistricting
- To find your current district
- To provide comments for this hearing
- To identify your community of interest using the Community Builder Tool

GO TO [WWW.SANDIEGOCOUNTY.GOV/REDISTRICTING](http://WWW.SANDIEGOCOUNTY.GOV/REDISTRICTING)

Or, scan this:



The County of San Diego continues to follow California Department of Public Health guidelines which require indoor masking of unvaccinated individuals. The County is also following the Centers for Disease Control and Prevention's guidance that it recommends everyone wear a face covering in indoor public settings, regardless of vaccination status.

# PUBLIC HEARING DISTRICT 1



The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to **hear from District 1 residents** about how County supervisorial district lines should be drawn. Even if you don't live in District 1, you're still welcome and encouraged to participate. **This hearing is both in-person and virtual.**

## WHEN

Wednesday, August 18, 2021, 6:00 P.M.

## WHY

The Commission needs to hear from residents to better understand their communities and ensure they are fairly represented when drawing district lines.

## WHAT

County of San Diego Independent  
Redistricting Commission Public Hearing

## WHERE/HOW

**To Participate In-Person:**  
Bonita Sunnyside Library  
4375 Bonita Road  
Bonita, CA 91902

**To Participate by Zoom:**  
ONLINE  
<https://us06web.zoom.us/j/88946338640>  
BY PHONE  
(408) 638-0968

Webinar ID: 889 4633 8640  
Passcode: 706207

To request live language interpretation of IRC meetings, individuals should call (859) 277-2922 or send email to [redistricting@abasd.org](mailto:redistricting@abasd.org) at least 24 hours in advance of the meeting.

- To learn more about redistricting
- To find your current district
- To provide comments for this hearing
- To identify your community of interest using the Community Builder Tool

GO TO [WWW.SANDIEGOCOUNTY.GOV/REDISTRICTING](http://WWW.SANDIEGOCOUNTY.GOV/REDISTRICTING)

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